

**CLEAN VERSION****CLAIM 2**

2. A user programmable scrolling display unit for creating, editing, storing and displaying a plurality of messages in accordance with Claim 1 further including:

mounting means comprising first and second spaced mountings affixed to the rear face of the unit and projecting outwardly therefrom and a pin fixedly connected to the first mounting and removably mounted to the second mounting to permit attachment to the clothing.

**CLAIM 8**

8. A user programmable scrolling display unit for creating, editing, storing and displaying a plurality of messages as badges to clothing or in merchandising displays comprising:

a closed case having a front face and a rear face spaced therefrom and side portions joining said faces;

a programmable control circuit mounted within said case;

an LCD display for presenting a scrolling display mounted on the front face and coupled to the control circuit within said case;

a plurality of control buttons extending outwardly from the case, said buttons being coupled to the control circuit to provide a means to create, edit, store, and display messages on the LCD display and to choose the number of times a message will repeat before the display shuts off; and,

serial interface apertures on the rear face for access to the control circuit for alternative programming of said circuit via an external computer.